

- A data visualization tool from Microsoft.
- Power BI Desktop, Power BI Service, Power BI Mobile.
- Sales analysis, customer satisfaction tracking.
- Download from powerbi.microsoft.com and install.
- Desktop is for creating reports; Service is for sharing and viewing online.
- .pbix
- Power Query cleans and transforms raw data before analysis.
- Better visuals, automation, and real-time data updates.
- Can't share reports with others without a Pro license.
- A report shared online for others to view or interact with.
- Lets users view reports anytime on phones/tablets.
- Power BI is easier and cheaper; Tableau has deeper features but is costlier.
- Connects Power BI to on-premise data securely and updates automatically.
- Saves time, improves decisions, reduces manual reporting—gives high ROI.
- Row-level security, data encryption, role-based access.